Advertisements by Delhi Police

3621. SHRIMATI KUM KUM RAI: Will the Minister of HOME AFFAIRS be pleased to state:

(a) whether Delhi Police is in the habit of issuing big advertisements in Delhi on regular basis;

(b) if so, the number of such advertisements issued month-wise during the last three years with names of the newspapers, subject and the amount payable for each campaign; and

(c) how selection of newspapers is made and whether the help and concessional rates applicable to DAVP is ignored resulting in huge losses?

THE MINISTER OF STATE IN THE MINISTRY OF HOME AFFAIRS (SHRI S. REGUPATHY): (a) Delhi Police releases educative or informative advertisements for creating awareness and to enlist people's cooperation in detection and prevention of crimes. The size of advertisements depends on their creative work, content and visuals and they are released as and when required.

(b) and (c) The advertisement and Publicity Committee of Delhi Police finalises the empanelment of newspapers. Only those newspapers whose rates are approved by the Directorate of Advertising and Visual Publicity are eligible for being empanelled. The details of advertisements released by Delhi Police during 2002, 2003, 2004 and upto 15th April, 2005 are given in the enclosed Statement. (*See* below) The newspapers in which the advertisments were published include the following:

Times of India, Navbharat Times, Punjab Kesari, Hindustan, Jagran, Rashtriya Sahara, Jansatta, Veer Arjun, Quami Awaj, Pratap, Hindustan Times, Pioneer, Hindu, Indian Express, National Herald, Statesman, Dainik Jagran, Milap, Sandhya Times, Mid-Day, Hindu (Evening), Dainik Hindustan, Rajasthan Patrika, Hind Samachar, Jagbani, NCR Tribune, Asian Age, Amar Ujala, Jathedar and Educator.

Statement

Details of advertisements Published by Delhi Police

Sl. No.	Subject	Expenditure (in Rs.)
1	2	3
January–2002		
1.	C.P. message on the occasion of New Year-2002 for police personnel.	98,040.00
2.	Your best defence against terrorists	6,43.776.00
3.	Delhi Police advises on preventionof bomb blasts	2,29.920.00
4.	Deware of a bomb.	4,41,184.00
5.	Delhi Police alert agaisnt terrorists	3,67,020.00
February–2002		
1.	Yester, today, tomorrow & forever.....The Delhi Police Week.	3,67,872.00
2.	The louder your get, the lesser your will hear, avoid noise pollution	1,83,936.00
March–2002		
1.	Unruly Holy revelers warned	3,32,082.00
2.	Play a safe holy please	3,07,460.00
April–2002		
1.	Round the clock S.M.S. at 9811599901.	245660.00
May–2002		
1.	Delhi Police-A safe journey....is a matter of habit.	3,04,851.00
2.	Planning a summer Holiday. Have a safe and pleasant Train journey.	4,06,468.00
3.	Your are lettingout your premises they are renting a safe house.	3,07,930.00
4.	There could be a terrorist buying your car	3,07,930.00
5.	Is there a bomb near you	3,67,545.00
June–2002		
1.	Your are letting out your premise they are renting a safe house.	2,77,137.00
2.	There could be a terroirist buyingyour car	2,77,137.00
3.	Is there a bomb near yeou	2,31,881.00
4.	Going on summer holidays-secure home	3,10,220.00
5.	Aprach chhode chukey apradhion key liye samanay jiwan nirwah karney ka suawasar (Hindi)	96,962.00
6.	Black on white numbe rplate yahi hai right	3,34,065.00
July–2002		
1.	Let us fight terrorism together	8,58,072.00
2.	We ahve a special place for those who tease and harasss women.	296,235.00
3.	Unauthorized use of Defence para-military or Police uniform attracts penal Action....STOP IMMEDIATELY	77,155.00
4.	Attention Entry of Interstate Goods vehicle in Delhi banned	3,25,710.00
5.	Attention Entry of Interstate Goods vehicle in Delhi banned	1,91,960.00
August–2002		
1.	Let us fight terrorism toghether.	10,72,590.00

1	2	3
2.	Happy 55th Independence Day, carry with you only peace and harmony	3,72,264.00
3.	Encash these useful tips while carrying cash	3,72,264.00
4.	Your co-operation our strength	6,37,056.00
5.	Vehicle owners-your carelessness can cost you-your vehicle	2,32,665.00
6.	Black on white number plate yahi hai right	3,34,065
7.	Non destinated commercial	1,93,480.00
September–2002		
1.	Help Line for women in distress	2,79,198.00
2.	Who is your tenant	2,97,811.00
3.	Let us fight terrorism together	3,04,690.00
4.	During the festival season of Dussehra and Dewali the temporary licence for the sale of fire works and crackers are issued for theose interested are asked to apply for the same	54,513.00
October–2002		
1.	All religions teach us respect for humanity-not bloodshed	68,510.00
2.	The strenght and integrity of Indian lies on secular India	1,61,529.00
3.	Police commemoration Day-21 October, 2002 Let us salute police martyrs	4,70,187.00
4.	What you can do to defeat the designs of terrorists	3,10,323.00
5.	Wishing Delhi ties a pollution-free, safe and peaceful DIWALI	3,76,150.00
November–2002		
1.	Let us enjoy....an ECO friendly Diwali	3,13,458.00
2.	Happy Diwali	2,72,143.00
3.	Let us fight terrorism together.	3,51,979.00
4.	Women and children in distress	3,03,777.00
5.	You are letting out your premises they are renting a safe house	5,120.00
6.	Trade Fair-2002	7,83,645.00
7.	Start respecting age driving by minors is an offence	3,06,454.00
8.	Two is company three is a Traffic Offence	3,13,458.00
9.	Motorists respect pedestrians right of way	3,62,857.00
10.	Don't compromise with safety WEAR HELMETS	3,13,724.00
11.	His driving made his journey THE FINAL JOURNEY Don't Drink & Drive	3,76,149.00
December–2002		
1.	What you can do to defeat the designs of terrorists	2,30,801.00
2.	Their heroism on 13th December, made every Indian proud	9,06,388.00
3.	Want to report harassment, molestation, eve teasing....but are afraid to speak?	3,27,501.00
4.	Driving in fog	4,54,024.00
5.	"Makd sure, this New Year eve their is..." don't mix Drinking with driving	3,93,001.00
6.	To aware the Eating House owners to get their licenses renewed before 31st December *i.e.* the date of expiry of the licence	92,028.00

1	2	3
January–2003		
1.	CP's message on the occasion of New Year 2003	2,10,536.00
2.	Senior citizens's safety is our concern	2,17,866.00
3.	An invitation from Delhi Police to all private secutity agencies in Delhi	4,60,802.00
4.	Let us fight terrorism together	3,16,302.00
5.	An opportunity for women to feel empowered	2,09,901.00
6.	Your best defence against terrorists	2,74,700.00
7.	Defeating kidnappers could be child's play	3,14,946.00
8.	Real champions always wear helimets	3,75,954.00
9.	Day or Night obey Traffic Lights	3,93,001.00
10.	His driving made his journey" THE FINAL JOURNEY" don't drink & drive...	3,93,001.00
11.	"Road safety Week" Drive in a lane and be a winner every time.	3,11,352.00
12.	Hello using me while driving can cost your Rs. 1000/-	3,11.352.00
13.	Don't take chances when crossign the road Use zebra crossing, subways, footpath	3,20,931.00
14.	Speed thrills but kills	3,93,001.00
15.	Republic Day–2003	5,65,486.00
February–2003		
1	Mr. Rabinder left home to board Shatabdi Express for Ludhiyana	2,58,229.00
2.	Delhi Police riding school	1,11,798.00
3.	Marching to glory at Rajpath	1,84,309.00
4.	Delhi Police Day–16th Feb. 2003	4,51,001.00
5.	An evening with Delhi Police	99,991.00
March–2003		
1.	Post Box No. 171	2,53,489.00
2.	Play a safe Holi, Please	2,63,586.00
April–2003		
1.	Use Dipper at Night "Driving on High beam is a Glaring mistake).	4,96,147.00
2.	USE OF TINTED GLASSES IS AN OFFENCE? Before we pull it down, please you do it on YOur own...	4,96,147.00
May–2003		
1.	Share your problem–drive away your tension	3,85,502.00
2.	Summer vaction time for training in self-defence and becoming fearless for ever.	3,85,502.00
June–2003		
1.	Bride calls off wedding. Calls the cops instead	2,58,078.00
2.	You are going to be away on summer vaction-Burglars are not	3,80,421.00
3.	Police verification of domestic help..An effective step, in crime prevention	5,82,184.00
4.	Secure your home before going out on vaction, make sure your follow every precaution	2,82,555.00
5.	Are you opening the door to a stranger	6,08,352.00
July–2003		
1.	We care your security our convern	7,95,103.00
2.	Check the credential of the buyer before selling your vehicle house	2,80,964.00

1	2	3
3.	Check the credential of tenants before renting your house	2,81,502.00
4.	It takes just one instrument to turn a celebration	3,01,816.00
5.	An University re-open-make friends with fresher-but no ragging	2,28,731.00
6.	Passing of non destined good vehicle through Delhi is restricted	2,10,929.00
7.	Follow simple tips and have a safe journey during monsoon"	2,31,795.00
August–2003		
1.	Beware the house your are letting out could become a home for terrorists.	3,03,238.00
2.	Beware the car you want to sell could be misused by terrorists	3,03,238.00
3.	Beware it would be a bomb	3,01,098.00
4.	Our grettings on the 56th Independence Day	2,54,137.00
5.	Let's fight terror together	3,86,959.00
6.	"Respect this tricolour too. ."	1,94,940.00
7.	During the festival season of Dussehra and Diwali the temporary licence for the sale of fire works and crackers are issued for whcih those interested are asked to apply for the same.	49,683.00
September–2003		
1.	Unauthorized use of uniform prohibited LG's Order	74,765.00
2.	Let's fight terror together	6,75,601.00
3.	Beware the house you are letting out could become a home for terrorists.	5,23,851.00
4.	Beware the car you wants to sell, could be misused by terrorists	5,21,759.00
5.	Road are movement of traffic not for parking	3,67,979.00
6.	DEFECTIVE NUMBER PLATES "Which number plate do you have"	3,76,258.00
October–2003		
1.	Beware the house you are letting out could become a hoem for terrorists	74,836.00
2.	Beware the car you wants to sell, could be misused by terrorists	74,537.00
3.	Let's fight terror together	96,514.00
4.	Carrying cash be alert when you carry huge cash	12,87,038.00
5.	Beware it could be a bomb	6,17,560.00
6.	They live on onto inspire us. Police commemoration Day, 21.10.03	4,68,101.00
7.	Delhi Police wishes you a happy and safe Dewali	3,98,020.00
8.	Intersections Discipline	3,64,740.00
9.	Bus driver to keep driving limit at 40 Kms/hour	74,454.00
10.	Bus driver to drive in their lane	75,149.00
11.	"Bus Driver not to overtake other vehicle"	74,976.00
12.	Bus driver to stop at the bus stops only	74,976.00
November–2003		
1.	Carrying cash be alert when you carry huge cash	1,68,148.00
2.	Stick to your lane while driving	4,05,052.00
3.	smooth flow of traffic durign trade fair	12,36,084.00
4.	Park & ride Scheme during Trade Fair	11,87,953.00
December–2003		
1.	You are not alone Don't keep violence against women secret	1,83,433.00
2.	Carry cash be alerty when you carry huge cash	1,68,148.00
3.	The Heroes of 13th December, 2001, who make Delhi Police Proud	2,35,586.00

1	2	3
4.	13 Dec. 2001, Rastra Key ley apka balidan hamai sadev prarit karta rahega (Hindi)	1,27,386.00
5.	Driving by Minors	3,46,721.00
6.	How to drive in "FOG"	2,52,886.00
7.	Enjoy the Festivities but Resist the Temptation renewed	4,10,020.00
8.	To aware the Eating House owners to get their licenses renewed before 31st of December *i.e.* the date of expiry of the licence	62,335.00
JANUARY—2004		
1.	Message of CP, Delhi for Delhi Police personnel on the occasion of New Year 2004.	1,47,135,.00
2.	Let's fight terror together	4,02,566.00
3.	Stick to your lane (lane Driving)	2,79,452.00
4.	Attn. Traffic arrangements for 23rd January 2004	3,91,507.00
5.	Traffic arrangement for R.D Parade	4,68,968 00
FEBRUARY—2004		
1.	Citizen first taking efficiency to a higher level Delhi Police officers prompt solution to your problem e.mail address	3,99,892.00
2.	Citizen first we are concerned about your safety.	4,02,295.00
3.	We care, your security our concern	7,98,167.00
4.	Servant verification is a must for your family's safety	3,58,443.00
5.	He (policeman) will go any distance... to ensure your well being.	5,16,671.00
6.	Old age should not make you an easy prey	4,12,242.00
7.	Being a woman should not make you an easy prey	4,00,880.00
8.	Being a child should not make him an easy prey	4,01,325.00
9.	He (Policeman) is forever alert... To secure your peace of mind.	5,16,671.00
10.	Let's fight terror together	4,20,969 00
11.	Traffic Arrangement on 'Vijay Sankalap" at Ambedkar Stadium.	72,985 00
12.	Traffic Arrangements for "Musical Concert" at Jawahar Lal Nehru Stadium on 7.2.2004.	89,791.00
13.	Stop jumping red light for your own safety (Our Moto Citizens First)	3,64,740.00
14.	We want you safe	4,70,597.00
MARCH—2004		
1.	This Holi sprinkle joy, not sorrows	3,79,873.00
2.	Safeguard your money	1,28,020.00
3.	"Stop means stop"	2,71,012.00
APRIL—2004		
1.	Delhi Police short message service at 9811599901	1,66,242.00
2.	Safeguard your money	1,30,033.00
3.	Prescription from Delhi Traffic on "World Health Day, 2004."	4,18,324.00
MAY—2004		
1.	Call us to stop unfair election practices	7,96,052.00
2.	Help us make your journey safe & hassle free	4,01,748.00
3.	There could be many locks and keys to your home safety. But, the final key lies in your alertness	4,09,370.00
4.	Eve teasers beware	2,73,037.00
5.	Safeguard your money	1,65,610.00
JUNE—2004		
1.	Citizen First we are concerned about your safety	8,75,223.00

1	2	3
2.	Servant verification is a must for your family's safety	5,65,059.00
3.	Safeguard your money	1,63,974.00
4.	Olympic Torch Relay	3,22,251 00
5.	Olympic Torch Relay	7,35,131.00
6.	Complaint against TSR Drivers	3,11,340.00
7.	Paying of Challan in Easy Way	2,79,299/-
JULY—2004		
1.	University re-opens-change the trend be a friend.	6,11,771.00
2.	Before renting your house check the credentials of tenants.	2,97,386.00
3.	Before selling your vehicle check the credentials of the buyer.	2,93,943.00
4.	Safeguard your money.	1,63,449.00
5.	'Guidelines for safety of School Buses'	3,85,408.00
6.	Bus ve Truck Chalak Dhyan Dein	1,14,204.00
7.	Gadi Chelayen Challis se kam Sadak Sureksha rehay her dum	64,742.00
AUGUST—2004		
1.	Beware the car you want to sell, could be misused by terrorists.	3.21,554.00
2.	Beware the house you are letting out could become a home for terrorists	3,09,827 00
3.	Post Box No. 171	4,95,3187 00
4.	Let's fight terror together	4,08,006.00
5.	Safeguard your money	1,63,504.00
6.	'Handy tips to drive safe during rain'	2,88,575.00
7	'Write... e mail...dial. .fax Transparency in Delhi Traffic Police	3,90,802.00
8.	During the festival season of Dussehra and Diwali the temporary licence for the sale of fire works and crackers are issued for which those interested are asked to apply for the same.	47,637 00
SEPTEMBER—2004		
1.	Safeguard your money	1,63,892.00
2.	Help of accident victims	3,55,184.00
3.	Minor Driving is an offence	5,17,471.00
OCTOBER—2004		
1.	Before renting your house check the credentials of tenants	1,80,558.00
2.	Before selling your vehicle check the credentials of the buyer	1,93,143.00
3.	Do not touch unclaimed objects.	1,93,143.00
4.	They live on police commemoration Day 21st Oct. 2004.	4,49,826.00
5.	Safeguard your money	1,60,953.00
6.	Route Plan-World Half Marathon	8,05,946.00
7.	Don't use mobile while driving	3,24,317.00
8.	Don't use pressure/musical horn	1,81,189.00
NOVEMBER—2004		
1.	Before renting your house check the credentials of tenants	1,80,558.00
2.	Before selling your vehicle check the credentials of the buyer	1,93,143.00
3.	Do not touch unclaimed objects.	1,93,143.00
4.	Celebrate Diwali with happiness and fun remember these tips for safety.	11,75,813.00
5.	Servant verfication is a must for your family's safety	3,60,780.00

1	2	3
6.	Safeguard your money	1,54,549.00
7.	Goods vehicles are not meant for carrying people	2,02,517.00
8.	Round about Diseipline	4,08,320.00
9.	Traffic Advisory for IITF-2004	14,60,535.00
10.	A convenient way fo visiting Trade Fair-2004 avail 'Park & Ride'	4,81,858.00
DECEMBER—2004		
1.	You are letting out your premises they are renting a safe house	2,82,757 00
2.	Elderly couple killed, servant untraceable	2,88,043 00
3.	You are letting out your premises—they are renting a safe house	1,31,871.00
4.	Safeguard your money	1,60,952.00
5.	How to drive in "FOG'	8,27,986.00
6.	Drunken Driving	8,08,002.00
7.	To aware the Eating House owners to get their licenses renewed before 31st of December *i.e.* the date of expiry of the licence.	68,761.00
JANUARY—2005		
1.	Citizens first your safety and security is our fore most concern.	4,13,168.00
2.	Let's fight terror together	4,02,414.00
3.	Citizen first your security our concern	4,89,905.00
4.	You are letting out your premises they are renting a safe house	3,95,612.00
5	Safeguard your money	1,60,952.00
6	Complaint against TSR Drivers	6,43,864.00
7	Don't use Mobile while driving	3,49,603.00
8.	Stop means Stop	2,80,972.00
9.	Helmat	4,05,222.00
10.	Traffic Advisory on RD Parade Reharsals	3,18,419.00
11.	Avoid the Route on Full Dress Rehersal	5,50,768.00
12.	Traffic Arrangements on Republic Day Parade-2005	3,96,407.00
FEBRUARY—2005		
1.	Delhi Police pledge to live up to citizens expectations	6,95,234.00
2.	Once again Best Marching contingent-Republic Day-2005	3,97,277.00
3.	Servant verification works	3,58,385.00
4.	Safeguard your money	1,60,953.00
5.	Bus ve Truck Chalak Dayan Dein	1,33,168/-
6.	Defective Number Plates	4,77,819/-
7.	We want you safe	8,23,940/-
MARCH—2005		
1.	Celebrate Holi the right way (1) ballons (2) eve teasing (3) colour and (4) chemicals	4,25,713.00
2.	Celebrate Holi the right way(1) without helmet (2) Don't over crowd in vehicles (3) triple ride (4) Don't drink and drive	4,43,072.00
3.	Don't let Holi lose all its colours	7,88,600.00
4.	Gaddi Chalai Chaalish se kam Sarak Sureksha rehe hardum	74,907.00
5.	SMS to 6767	5,56,187.00
6.	Let's play Holi safety and responsibility	4,25,405.00
7.	Tripple riding	81,217.00
APRIL—2005 (Upto 15th April)		
1.	Safeguard your money	1,58,302.00

1	2	3
2	Help us to serve you better	2,68,254.00
3.	Beware Don;t be fooled by touts posing as travel agents	1,90,970.00
4	Let's fight terror together	11,91,830.00
5.	Before renting your house check the credentials of tenants	2,86,380.00
6.	Before selling your vehicle check the credentials of the buyer	2,86,380.00
7.	Don't touch unclaimed objects	2,86,903.00

Misbehaviour with foreign tourists

†3622. SHRI P.K. MAHESHWARI: Will the Minister of HOME AFFAIRS be pleased to state:

(a) whether several cases of misbehaviour, cheating and rape of foreign tourists visiting various tourist spots across the country including Khajuraho in Madhya Pradesh have come to notice;

(b) if so, the number of such cases registered during the last three years;

(c) any special action plan checked out by the Government to stop tarnishing image of the country at the international level due to such incidents; and

(d) the comprehensive details thereof?

THE MINISTER OF STATE IN THE MINISTRY OF HOME AFFAIRS (SHRI MANIKRAO GAVIT): (a) and (b) Providing safety and security to the tourists is primarily the responsibility of the State Governments as 'Police' and 'Public order' are State subjects. Hence, no data in this regard is maintained centrally. However, the State Government of Madhya Pradesh has reported that two cases of misbehaviour have been registered in Khajuraho, one each in the years 2001 and 2003.

(c) and (d) In order to develop and promote India as a secure destination,

†Original notice of the question was received in Hindi.